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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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EXAMINER

STORK, KYLE R

ART UNIT	PAPER NUMBER
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2178

DATE MAILED: 10/25/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/988,689

Applicant(s)

CULHAM, EARL ALEXANDER

Examiner

Kyle R Stork

Art Unit

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 10 December 2004.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 70-72, 74-76, 78-83, 87-89, 91-95, 98, and 135-138 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 70-72, 74-76, 78-83, 87-89, 91-95, 98 and 135-138 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This final office action is in response to the amendment filed 10 December 2004.
2. In the amendments, claims 70-72, 74-76, 78-83, 87-89, 91-95, 98, and 135-138 are pending. Claims 73, 77, 84-86, 90, 96-97, and 99-134 are cancelled. The rejection of claims 70, 76, and 135 U.S.C. 102(b) as being unpatentable over Consulting.com; the rejection of claims 71-72, 74-75, 78-83, 87-89, 91-95, 98, and 136-138 under 35 U.S.C. 103(a) as being unpatentable over the previous combinations of Consulting.com, Microsoft® Excel ® 2000, Musciano and Kennedy, Yahoo!, and Geilfuss Jr. et al. (US 2002/0075332, hereafter Geilfuss) have been withdrawn as necessitated by the amendment.
3. Applicant has recently indicated that he received an incomplete copy of the final rejection. Page 12 was missing. The substance of the rejections have not changed, a d complete copy is being sent, and the period for reply is being reset.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 70, 76, and 135 rejected under 35 U.S.C. 103(a) as being unpatentable over Consulting.com in further in view of Norris et al. ("Activity Breakdowns in QuickTime Virtual Reality Environments." 2000, hereafter Norris).

As per independent claim 70, Consulting.com discloses a method of linking web pages, comprising the steps of:

- Associating at least one supplementary link with a primary web page, the at least one supplementary link being normally hidden from the view of the user so as not to disrupt the flow of text or graphics displayed on the web page (Figures 2-3: Here, the sub-folders are originally hidden from view, until a user action, clicking on the "+", un-hides the sub-folders)
- Providing means by which at least one supplementary link becomes accessible to the user to enable the user to access at least one secondary web page (Figures 1-3: Figure 1 shows the link "Demo" which is proceeded by a "+" and a folder. By clicking on the "+" the supplementary link "Parameters" is displayed in Figure 2. Figure 2 shows a similar situation, but when the "+" before "Parameters" is clicked upon, a plurality of supplementary links are displayed, including "linkFrame", "backgroundColor", and "dotColor" as shown in Figure 3.)

However, Consulting.com fails to specifically disclose the method wherein the at least one supplementary link being independent of any menu accessible through links visible to the user on the primary web page. However, Norris discloses the method wherein the at least one supplementary link being independent of any menu accessible through links visible to the user on the primary web page (Section 7: Here, a hotspot is a link within a link within an image. The QTVR interface, provides a "show hotspot button" which shows the links that are hidden by the image. By clicking on the "show hotspot button," the hotspots, or links, within the image are displayed for a user to easily view).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com's method Norris's method, since it would have allowed a user to easily correct inconsistencies between the expected and actual locations of links (Norris: Section 7).

As per dependent claim 76, Consulting.com and Norris disclose the limitations similar to those in claim 70, and the same rejection is incorporated herein. Norris further discloses a method of linking web pages wherein the user initiated command is accepted through an icon (Section 7: Here, a button in an interface is an icon).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com and Norris's method with Norris's method, since it would have allowed a user to easily correct inconsistencies between the expected and actual locations of links (Norris: Section 7).

As per dependent claim 135, Consulting.com discloses the web page link wherein the association between at least one supplementary link and the primary web page is explicitly reflected as content within the primary web page (Figure 1-3).

6. Claims 71-72, 75, 78, 83, 88-89, 91, and 136 are rejected under 35 U.S.C. 103(a) as being unpatentable over Consulting.com and Norris in further view of Microsoft® Excel® 2000 (released in 1999, screenshots provided).

As per dependent claim 71, Consulting.com and Norris discloses the limitations similar to those of claim 70, and the same rejection is incorporated herein. However, Consulting.com fails to specifically disclose at least one supplementary link being stored

in a data structure that is separate from the primary webpage. However, Excel® discloses storing links in a data structure separate from the primary webpage (Figure 5: This is an example of an Excel spreadsheet containing links).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com and Norris's method of linking web pages with the method of storing links independent of a primary web page of Excel®, since it would have allowed a user to display groupings of related data contained within certain Excel® spreadsheets without displaying unrelated data.

As per dependent claim 72, Consulting.com, Norris, and Excel® disclose the limitations of claim 71, and the same rejection is incorporated herein. Excel® further discloses the data structure being associated with the primary webpage (Figures 5-6: Figure 5, shows the data structure with the links. Figure 6 shows the primary webpage created from the links using the "Save as Webpage..." option found under the "File" menu).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined the method of Consulting.com, Norris, and Excel® that stores a supplementary link in a data structure separate from the primary page with the method of Excel® that associates the data structure with the primary page, since it would have allowed a user to store links in a location different from the primary page but still being able to seamlessly access the data structure. For example, this would allow a user having two servers to have one server store a plurality of primary pages while the other server stored only data. The server storing data would

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have each data set associated with a primary page, so that when a primary page is accessed, the primary page server would request the associated data without the requestor of the primary page knowing that the data is received from a second server.

As per dependent claim 75, Consulting.com and Norris discloses the limitations similar to those in claim 70, and the same rejection is incorporated herein. However, Consulting.com fails to specifically disclose the user initiated command being a keystroke command code. However, Excel® discloses the method wherein the user initiated command being a keystroke command code (Keys for moving and scrolling in a worksheet or workbook, Keys for menus and toolbars, Keys for selecting data and cells, Keys to use with databases and lists).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com and Norris's method of accessing a link through a user initiated command with the method of Excel® to accept keystroke commands, since it would have allowed a user to enter keystroke shortcuts instead of having to manually move a mouse or other point means to an icon to display hidden links.

As per dependent claim 78, Consulting.com and Norris discloses the limitations similar to those in claim 70, and the same rejection is incorporated herein. Consulting.com fails to disclose the method wherein the icon is presented on a tool bar. However, Excel® discloses displaying icons on a tool bar (Figure 7: see the items immediately below the menu bar).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com and Norris's method of receiving user commands in a browser through an icon with the method of displaying icons on a tool bar taught by Excel®, since it would have allowed a user to have several icons located in the same place for easier use.

As per independent claim 83, Consulting.com discloses the method of linking pages comprising the step of:

- Associating more than one supplementary link with a primary web page (Figure 2)
- Each supplementary link providing access to at least one secondary web page (Figures 1-3)
- Each supplementary link being normally hidden from the view of the user so as not to disrupt the flow of text or graphics displayed on the web page (Figures 1-3: Here, the supplementary links are originally hidden, and only displayed when, "+" is selected)

Consulting.com fails to specifically disclose at least one supplementary link being stored in a data structure that is separate from content of the primary web page. However, Excel® discloses:

- Storing a link in a data structure that is separate from content of the primary webpage (Figure 5)

Consulting.com fails to specifically disclose each supplementary link being independent of any menu accessible through links visible to the user on the primary web page and

providing a user initiated command by which all normally hidden supplementary links becomes visible and accessible to the user. Norris discloses each supplementary link being independent of any menu accessible through links visible to the user on the primary web page and providing a user initiated command by which all normally hidden supplementary links becomes visible and accessible to the user (Section 7).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined the Consulting.com's method of linking web pages with the method of storing links in a data structure that is separate from content of the primary web page of Excel®, since it would have allowed a user to display groupings of related data contained within certain Excel® spreadsheets without displaying unrelated data. Further, it would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com and Excel®'s method with Norris's method, since it would have allowed a user to easily correct inconsistencies between the expected and actual locations of links (Norris: Section 7).

As per dependent claim 88, Consulting.com, Norris, and Excel® disclose the limitations similar to those in claim 83, and the same rejection is incorporated herein. Excel® further discloses the limitation wherein the user initiated command is a keystroke command code (Keys for moving and scrolling in a worksheet or workbook, Keys for menus and toolbars, Keys for selecting data and cells, Keys to use with databases and lists).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Excel®, Norris, and Consulting.com's method of accessing a link through a user initiated command with the method of Excel® to accept keystroke commands, since it would have allowed a user to enter keystroke shortcuts instead of having to manually move a mouse or other point means to an icon to display hidden links.

As per dependent claim 89, Consulting.com, Norris, and Excel® disclose the limitations similar to those in claim 86, and the same rejection is incorporated herein. Consulting.com further discloses the user initiated command being through an icon (Figures 1-3).

As per dependent claim 91, Consulting.com, Norris, and Excel® disclose the limitations similar to those in claim 89, and the same rejection is incorporated herein. Excel® further discloses the limitation of an icon being on a browser's tool bar (Figure 7).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Excel®, Norris, and Consulting.com's method of accepting a user initiated command through an icon with the method of Excel® that allows an icon to be displayed on a tool bar, since it would have allowed a user to have access to all available tools in one centralized location.

As per dependent claim 136, Consulting.com and Norris discloses the limitations similar to those in claim 70, and the same rejection is incorporated herein. Consulting.com fails to disclose the method wherein the association between at least

one supplementary link and the primary web page is implicitly derived from a selected attribute of the primary page. However, Excel® discloses the association between at least one supplementary link and the primary web page is implicitly derived from a selected attribute of the primary web page (Figures 5-6).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com and Norris's method of using a user initiated command to make links accessible with the method of Excel® to have the association of at least one supplementary link be implicitly derived, since it would have allowed a user to have supplementary links stored in a data structure that can be accessed by the primary web page.

7. Claims 74 and 137-138 are rejected under 35 U.S.C. 103(a) as being unpatentable over Consulting.com and Norris in further view of Musciano and Kennedy (HTML The Definitive Guide, hereafter Musciano).

As per dependent claim 74, Consulting.com and Norris discloses the limitations similar to those in claim 70, and the same rejection is incorporated herein. However, Consulting.com is silent on the hidden command being given through a single HTML tag. However, Musciano discloses the ability to have a single HTML tag give the hidden command (page 443, 13.2.4.2).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com and Norris's method of linking

web pages with Musciano's HTML hidden attribute, since it would have allowed a user to hide links until they were requested by a user action.

As per dependent claim 137, Consutling.com and Norris discloses the limitations similar to those in claim 70, and the same rejection is incorporated herein.

Consulting.com fails to disclose wherein the supplementary are linked to individual points on the primary web page. However, Muschiano discloses linking to a pixel or a point between pixels on a web page (page 27, section 2.7.2).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com and Norris's method of allowing supplementary links to become accessible with Musciano's method of linking to a point on the primary page, since it would have allowed a user to initiate a command to view supplementary links and have all of them linked to the same points.

As per dependent claim 138, Consutling.com and Norris discloses the limitations similar to those in claim 70, and the same rejection is incorporated herein.

Consulting.com fails to disclose wherein the supplementary are linked to individual points on the primary web page. However, Muschiano discloses linking to an individual pixel or a point between pixels on a web page (page 27, section 2.7.2).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com and Norris's method of allowing supplementary links to become accessible with Musciano's method of linking to a point on the primary page, since it would have allowed a user to initiate a command to view supplementary links and have all of them linked to different points.

8. Claim 82 is rejected under 35 U.S.C. 103(a) as being unpatentable over Consulting.com and Norris in further view of Yahoo! (www.yahoo.com, courtesy of web.archive.org).

As per dependent claim 82, Consulting.com and Norris discloses the limitations similar to those in claim 70, and the same rejection is incorporated herein.

Consulting.com fails to disclose further including a search engine that searches for items that meet a specified search criterion. However, Yahoo! discloses the method of searching for items that meet a specified search criterion

(<http://web.archive.org/web/19961128070718/www8.yahoo.com/search.html>: see the search options below the search field).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com and Norris's method of linking web pages with the method of searching for items that meet certain criterion of Yahoo!, since it would have allowed a user to specify criteria and receive supplementary links that had been updated since a last visit by a user.

9. Claim 87 is rejected under 35 U.S.C. 103(a) as being unpatentable over Consulting.com, Norris, and Excel® in further view of Musciano.

As per dependent claim 87, Consulting.com and Excel® disclose the limitations similar to those in claim 83, and the same rejection is incorporated herein.

Consulting.com, Norris, and Excel® fail to specifically disclose the user initiated

command being given through a single HTML tag on the primary web page. However, Musciano discloses the ability to have a single HTML tag give the hidden command (page 443, 13.2.4.2).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Excel®, Norris, and Consulting.com's method of linking web pages with Musciano's HTML hidden attribute, since it would have allowed a user to hide links until they were requested by a user action.

10. Claim 95 is rejected under 35 U.S.C. 103(a) as being unpatentable over Consulting.com, Norris, and Excel® and further in view of Yahoo!.

As per dependent claim 95, Consulting.com, Norris, and Excel® disclose the limitation similar to those in claim 83, and the same rejection is incorporated herein. Consulting.com and Excel® fail to disclose the method further comprising a search engine that searches for hidden supplementary links that meet specified search criterion. However, Yahoo! discloses the method further comprising a search engine that searches for items that meet specified search criterion

(<http://web.archive.org/web/19961128070718/www8.yahoo.com/search.html>).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Excel®, Norris, and Consulting.com's method of linking web pages with Yahoo!'s method of searching for items, since it would have allowed a user to quickly search for and find a link on a page instead of having to scroll through a page manually searching.

11. Claim 79-81 are rejected under 35 U.S.C. 103(a) as being unpatentable over Consulting.com and Norris in further view of Geilfuss.

As per dependent claim 79, Consulting.com and Norris disclose the limitations similar to those in claim 70, and the same rejection is incorporated herein. Consulting.com fails to disclose the method including a request for linking application process whereby a third party seeks permission from an owner of the primary web page to add a new supplementary link to the primary web page. However, Geilfuss discloses the method including a request for linking application process whereby a third party seeks permission from an owner of the primary web page to add a new supplementary link to the primary web page (page 1, paragraph 0008; page 4, paragraph 0038: Here, the third party is a group of merchants).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consutling.com and Norris's method of linking web pages with Geilfuss's method of allowing third parties to request displaying a link on a primary web page, since it would have allowed a user to control the content on his/her web page.

As per dependent claim 80, Consulting.com, Norris, and Geilfuss disclose the limitations similar to those in claim 79, and the same rejection is incorporated herein. Geilfuss further discloses the third party must meet a list of criterion before a new supplementary link can be added to the web page, the supplementary link being automatically permitted upon the third party meeting the list of criterion (page 1,

paragraph 0008; page 9, paragraph 0062: Here, the fee is a criterion that must be agreed upon before a link is posted).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com, Norris, and Geilfuss's method of request linking with Geilfuss's method of having third party requestors meet certain criteria, since it would allow a user to control the content of his/her web page.

As per dependent claim 81, Consutling.com and Norris discloses the limitations similar to those in claim 70, and the same rejection is incorporated herein.

Consulting.com fails to disclose the means for searching for supplementary links within a specified proximity to a cursor. However, Geilfuss discloses searching for supplementary links within a specified proximity to a cursor (page 1, paragraph 10).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com and Norris's method of linking web pages with Geilfuss's method of searching for links with a proximity of a cursor, since it would have allowed a user to link to another page without being directly over the link.

12. Claim 92-94 and 98 are rejected under 35 U.S.C. 103(a) as being unpatentable over Consulting.com, Norris, and Excel® in further view of Geilfuss.

As per dependent claim 92, Consutling.com, Norris, and Excel® disclose the limitations similar to those in claim 83, and the same rejection is incorporated herein. Consulting.com, Norris, and Excel® fail to disclose the method including a request for

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linking application process whereby a third party seeks permission from an owner of the primary web page to add a new supplementary link to the primary web page. However, Geilfuss discloses the method including a request for linking application process whereby a third party seeks permission from an owner of the primary web page to add a new supplementary link to the primary web page (page 1, paragraph 0008; page 4, paragraph 0038).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consutling.com, Norris, and Excel®'s method of linking web pages with Geilfuss method of allowing third parties to request displaying a link on a primary web page, since it would have allowed a user to control the content on his/her web page.

As per dependent claim 93, Consulting.com, Norris, Excel® and Geilfuss, Jr. disclose the limitations similar to those in claim 92, and the same rejection is incorporated herein. Geilfuss further discloses the third party must meet a list of criterion before a new supplementary link can be added to the web page, the supplementary link being automatically permitted upon the third party meeting the list of criterion (page 1, paragraph 0008; page 9, paragraph 0062).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consutling.com, Norris, Excel®, and Geilfuss method of request linking with Geilfuss's method of having third party requestors meet certain criteria, since it would allow a user to control the content of his/her web page.

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As per dependent claim 94, Consutling.com, Norris, and Excel® disclose the limitations similar to those in claim 83, and the same rejection is incorporated herein. Consulting.com fails to disclose the means for searching for supplementary links within a specified proximity to a cursor. However, Geilfuss discloses searching for supplementary links within a specified proximity to a cursor (page 1, paragraph 10).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consulting.com, Norris, and Excel®'s method of linking web pages with Geilfuss, Jr.'s method of searching for links with a proximity of a cursor, since it would have allowed a user to link to another page without being directly over the link.

As per independent claim 98, Consulting.com, Norris, and Excel® disclose a method of linking web pages comprising the steps of:

- Associating several supplementary hidden links with a primary web page, each supplementary link being normally hidden from the view of the user so as not to disrupt the flow of text or graphics displayed on the web page (Figure 1-3; Figure 5)
- Each supplementary link being independent of any menu accessible through links visible to the user on the primary web page (Norris: Section 7)
- Providing a user initiated command by way of which supplementary hidden links becomes accessible to the user to enable the user to access selected secondary web pages (Figures 1-3)

Consutling.com, Norris, and Excel® fail to disclose:

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- Providing a request for linking application process whereby a third party seeks permission from an owner of the primary web page to add a supplementary hidden link to the primary web page
- The request for linking application process including a list of criterion which must be met before the third party can add a supplementary hidden link to the primary web page, the addition of the new supplementary link being automatically permitted upon the third party meeting the list of criterion

Geilfuss discloses:

- Providing a request for linking application process whereby a third party seeks permission from an owner of the primary web page to add a supplementary hidden link to the primary web page (page 1, paragraph 0008; page 4, paragraph 0038)
- The request for linking application process including a list of criterion which must be met before the third party can add a supplementary hidden link to the primary web page, the addition of the new supplementary link being automatically permitted upon the third party meeting the list of criterion (page 1, paragraph 0008; page 9, paragraph 0062)

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have combined Consutling.com, Norris, and Excel®'s method of linking web pages with Geilfuss's method of allowing third parties to request displaying a link on a primary web page, since it would have allowed a user to control the content on his/her web page.

Response to Arguments

13. Applicant's arguments with respect to claims 70-72, 74-76, 78-83, 87-89, 91-95, 98, and 135-138 have been considered but are moot in view of the new ground(s) of rejection.

As detailed above, the Norris reference has been added to address the applicant's amendments.

Conclusion

14. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Adapathya et al. (US 6075537): Discloses using interface hotspots in a hypertext document.
- "Online Building With the Standard Scenario": Discloses a hide/show function contained in a toolbar.

15. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within

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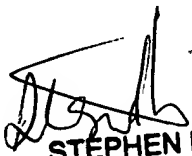
TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kyle R Stork whose telephone number is (571) 272-4130. The examiner can normally be reached on Monday-Friday (7:00-3:30).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Stephen Hong can be reached on (703) 308-5465. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Kyle Stork
Patent Examiner
Art Unit 2178


STEPHEN HONG
SUPERVISORY PATENT EXAMINER

KRS